

Tanning on Campus

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A Cultural Change

- Tan was not always popular.
- Through many centuries, a pale face was the desired look because it defined your place in society. Tanned and rugged skin showed that you may work in the fields. They were the working class, not to be associated with the upper refined class, who had white skin. Those with pale skin were the ones who had enough money that they didn't need to work.
- In the 10th century, women used agents to make their face whiter.



Reference

<http://www.industryplayer.com/licenceinfo.php?licid=015910>

1970s: The First Tanning Beds in the United States

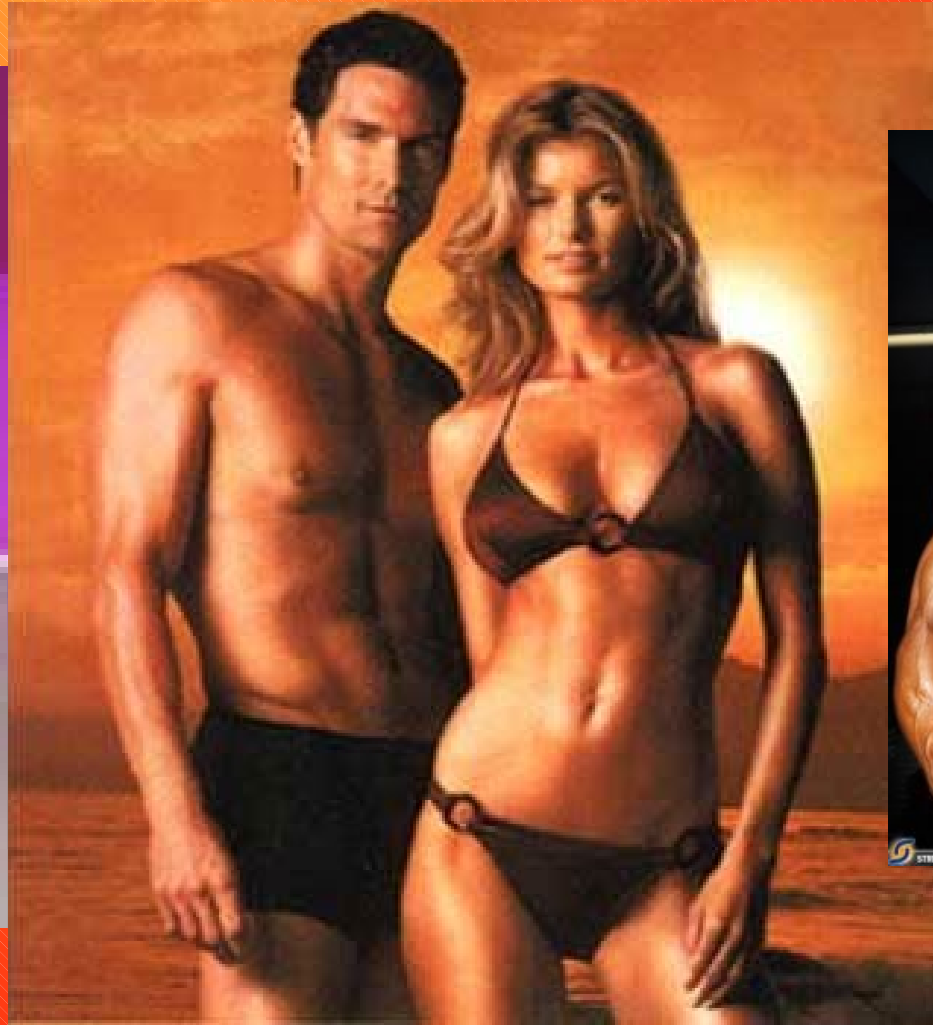


- It was not until the 1920s that the tan image became popular. It was thought to become a fad by accident when French celebrities, Coco and Chanel modeled a new fashion but in a tan body. Outdoor tanning became popular and acceptable for women but this was not enough.
- In the early 1970's, Friedrich Wolff was studying how artificial UV light affected athletes and how they might benefit from more exposure to sunlight. From these studies, he noticed an interesting side effect on the athletes which was a golden glow. Tanning was a fashion statement at that time so Wolff used his scientific knowledge to create the first indoor tanning beds which started this new industry.



» <http://www.industryplayer.com/licenceinfo.php?licid=015910>

The Image



Locations on University Streets

- **1.Classic Tan**

703 S Neil St, Ste D, Champaign, IL (217) 351-2675

- **2.Campus Tan**

49 E Green St, Champaign, IL (217) 337-0200

- **3.Solar Tan**

202 E Green St, Champaign, IL (217) 531-8266

- **4.Electric Beach Tanning Studio**

Second Floor, 313 E. Green St, Champaign, IL

- **5.Classic Tan**

710 S Goodwin Ave, Urbana, IL (217) 344-6840

- **6.New Image Tanning**

701 S 6th St, Champaign, IL (217) 239-7600

- **7.New Image Tanning**

502 E John St, Champaign, IL (217) 328-3275

Additional Locations in the Champaign/Urbana Area

1 **Tan Co**

2030 S Neil St, Champaign, IL - (217) 352-0980

2 **Classic Tan**

1733 W Kirby Ave, Champaign, IL - (217) 352-7221

3 **Ultimate Tan**

- 1909 W Springfield Ave, Champaign, IL - (217) 352-2888

4 **Classic Tan**

- 916 W Town Center Blvd, Champaign, IL - (217) 398-6770

5 **Solar Tan**

- 408 N Race St # 2, Urbana, IL - (217) 344-1944

6 **Classic Tan**

- 114 N Vine Street, Ste Q, Urbana, IL - (217) 367-3707

Statistics

- **+2 billion** dollar a year industry
- Some 132 000 cases of melanoma which is the most fatal kind of skin cancer
- **Two million** cases of other skin cancers occur worldwide each year. One in every three cancers diagnosed worldwide is a skin cancer. Most skin cancers are attributable to over-exposure to natural UV radiation.

<http://www.who.int/mediacentre/factsheets/fs287/en/index.html>

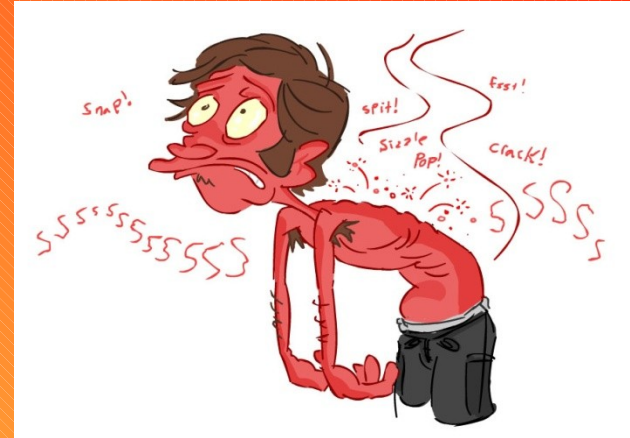
- **28,000,000** million people in the United States tan and there are 25,000 salons with an average of 1,120 people per salon.
- Champaign/Urbana has 7 salons averaging more or less **7,260** people tanning on the U of I campus.

<http://www.skincancer.org/artificial/index.php>



Shorter Term Effects

- redness
- itchy
- dry skin
- Possible altering of immune response by enhancing the risk of infection and decrease the effectiveness of vaccines in humans
- <http://www.who.int/mediacentre/factsheets/fs227/en/index.html>



Longer Term Effects

- Sagging
- Wrinkle skin
- Skin cancer
- Increased number of moles
- Eye damage: cataracts and pterygium
- May cause strokes



<http://www.who.int/mediacentre/factsheets/fs227/en/index.html>

Hypothesis:

- We hypothesized that there is a stigma to those that tan on this campus and that type of person can be found associated with certain campus organizations.



Main Questions Addressed

- Who uses tanning beds on campus?
- Specifically does age, club associations, gender, etc. factors play a role?
- Is this campus helping or hindering students from looking at the risks of campus?

Why were we interested?

- Today, we can not classify people to ethical groups by skin tone because people have chosen to change their skin tones. Specifically, one group, Caucasian, participates in this trend of changing their skin tone.
- Artificial tanning beds have been a hot spot for many students on this campus for years.
- Why is this tan image the new image?
- Many tanners themselves cannot explain this phenomenon on our campus. Those who are naturally tan just don't see the point while others have made it apart of their student life.

Questions addressed to students:

- Do you tan? If so are you part of any university organizations including greek life? Specifically which ones? Do you feel your affiliation with the group has an effect on your tanning activities?
- What year are you at this university? Do you tan now? Did you used to tan in past years and if you have stopped why? Did advertisements from McKinley or on this campus effect your actions?
- Do you live in housing that proves a tanning bed for your access? How do you feel about this situation? Why do you think a tanning bed is appropriate or not to be in your housing? Do you feel some people use the bed to fit into groups

Questions addressed to tanning salons staff:

- How often can people go tanning?
- Is there a limit to how long individuals can tan for?
- Would you say there is a stigma associated with your clientele?
- Do you do anything to insure better health for your clientele?
- What do your customers complain about if they do?



<http://www.tan-essentials.com/tanning-info.jpg>

Questions addressed for McKinley:

- Do you have any students come in the have health issues due to indoor tanning? If so what are they?
- On average how many do you see?
- Do you give students any advice about indoor tanning?
- Do you think that indoor tanning is an issue on this campus?



<http://www.mckinley.uiuc.edu/>

Methods

- The methods used for this research will be to have students fill out surveys in classes.
- Also if we can get permission from tanning salons we would like to interview clientele and staff.
- Also, we will interview non-tanner students.
- Additionally we would like to interview McKinely and find what they do for students who go tanning. and if they have seen any issues resulting.

Who?

- We surveyed
 - 10 female students
 - 10 male students
- We interviewed
 - 3 Salon Owners
 - 3 Student Tanners
 - 1 Doctor
 - 2 Non-tanners

Does this sound familiar?

- “Omg, you look sooo GOOD!”
- “Thanks! I went tanning.”
- “I should start going. I’m so pale. Ew”



The Tanning Business

- BIG Business
- Tanning is a different type of business than many others in that the product is not materialistic. The product is the customers own change in body appearance.
- Thus, owners try to grab students' attention more on the personal level.
- One salon owner chooses the method of befriending her customers through Facebook in order to contract them about the salon's promotions but more importantly this form of contact is private and efficient. She said advertising in the Daily Illini and the Booze News were impersonal and people do not pay attention to that.
- Tanning can become an intimate experience so choosing a salon would be highly affected by word of mouth recommendations.



Salon Owner's Thoughts

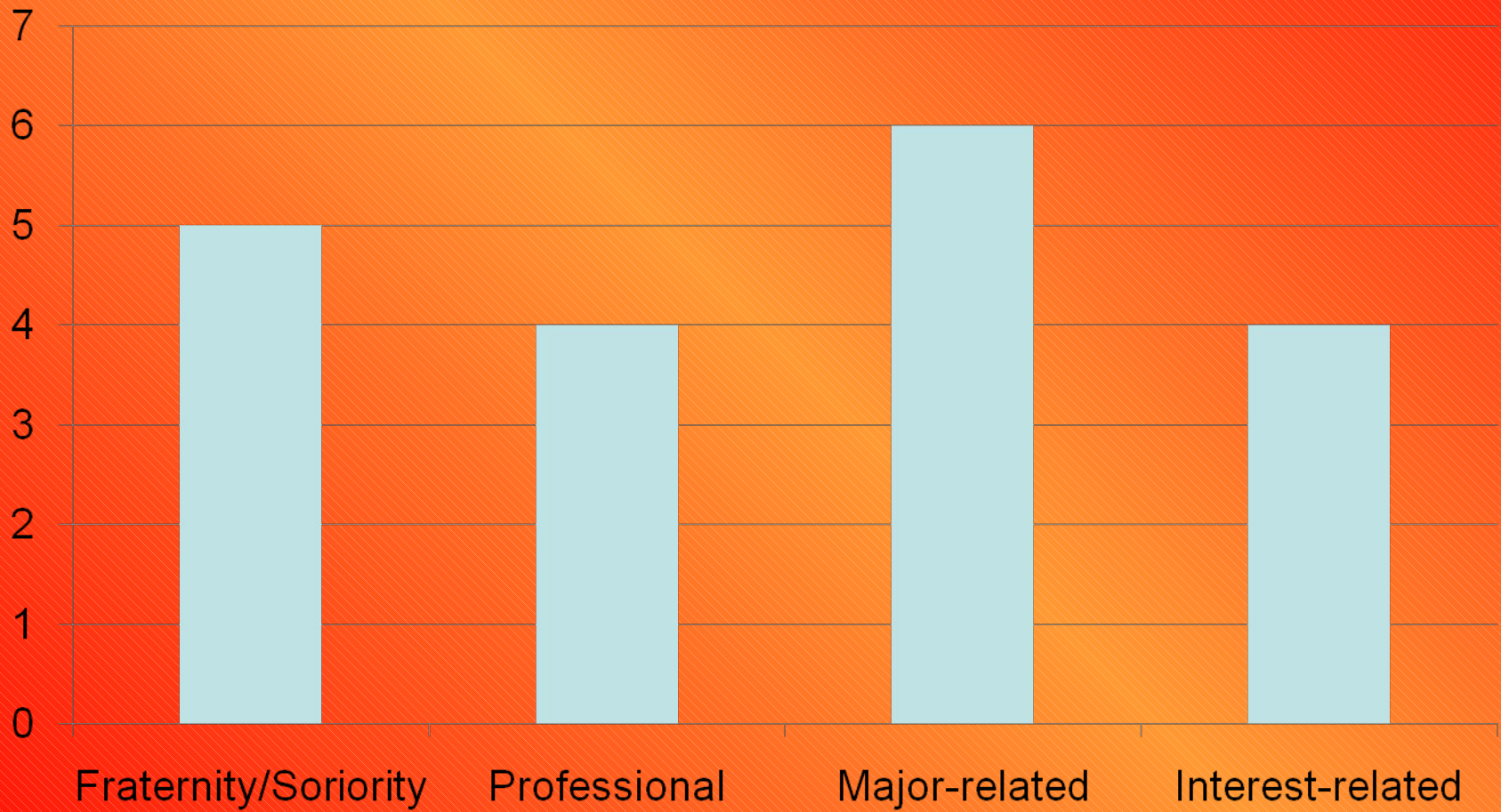
- “ You feel healthier. You feel sexier. You feel cuter. You feel confident. It’s really interesting how just changing your skin color can make you feel more confident or more attractive.”
- Is tanning a quick fix?
- Does it give instant gratification for some?



Who tans?

- We found that dominantly **female** students tan on campus.
- Our surveys showed at **90%** were female.
- A salon owner said: “Yes, tanning is very much associated with the white female. Age 18 to 35 years or whatever Majority the students we see are female. Majority are in some sort of kind of club sorority most likely activity. Male is about 10-15% of our client base so its 85- 90% female and probably 95% white female. Very much so. “
- Debra Giblin in Body Works. She states, “Physical attractiveness is simply more important for women than for men, a fact that contributes to women’s preoccupation with appearance and psychological, physical, and financial investment in their bodies. Women, far more than men, involve themselves in groups aimed for altering the body.” (Gimlin 2002).

What student organizations are tanners part of?



Why students tan?



Tanning is a personal activity.

From the data presented tanning is a personal choice. The organizations that the students are a part of seem to have no influence on them so tanning instead is a personal choice. Also this information can be seen when looking at why students tan its most commonly done to improve self-image which is a personal activity.

Tanning=Relaxation

- The beds are there to give a students a time out from their life and provide a warm comforting feeling.
- After interviewing students, it was established that although tanning created a relaxing effect.
- UV exposure releases endorphins which make us feel good.
- Although, this was not the main reason for tanning.

http://www.ctadsonline.com/ageless_airbrush_tanning/ageless_airbrush_tanning_m_3.jpg



Tanning improves self-image.



- In each tanning salon, beds are in separate rooms.
- Most rooms have mirrors.
- Many rooms have pictures of 'beautiful' tan women in bathing suits. This promotes the idea that tan is a wanted trait.
- After tanning, women re-evaluate themselves and have said that tanning improves their self-esteem.
- "The body is fundamental to the self because it serves to indicate who an individual is internally what habits the person has, and even what social value the individual merits" pg. 3 (Gimlin 2002).

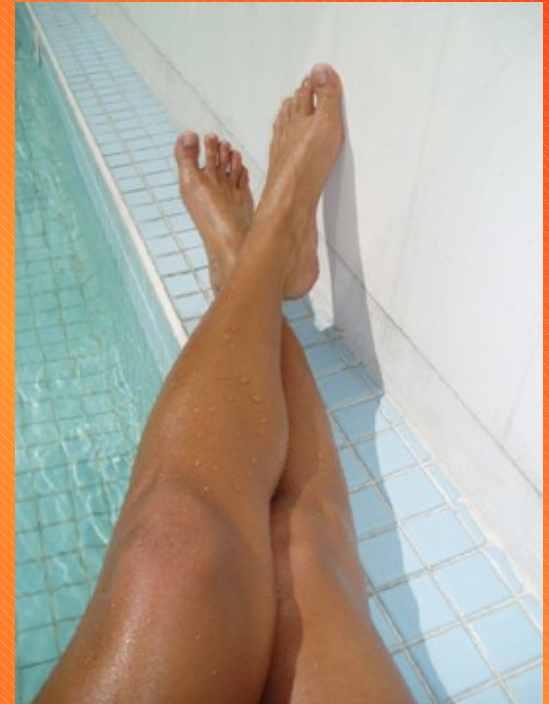
What is **Beauty**?

- Undefined on a general basis
- **On our campus, for many, having a glowing tan is beautiful.**
- **Pale skin was seen as a much unwanted physical trait that could be easily changed.**
- **Why is being beautiful so important?**
- **One tanning students thought, “Well I think that our society makes their image of beauty tan people, so I think that a lot of girls and guys get it in their heads that they need to be tan to be beautiful.”**
- **Beauty gives students more confidence because their self-image is improved.**
- **But how?**



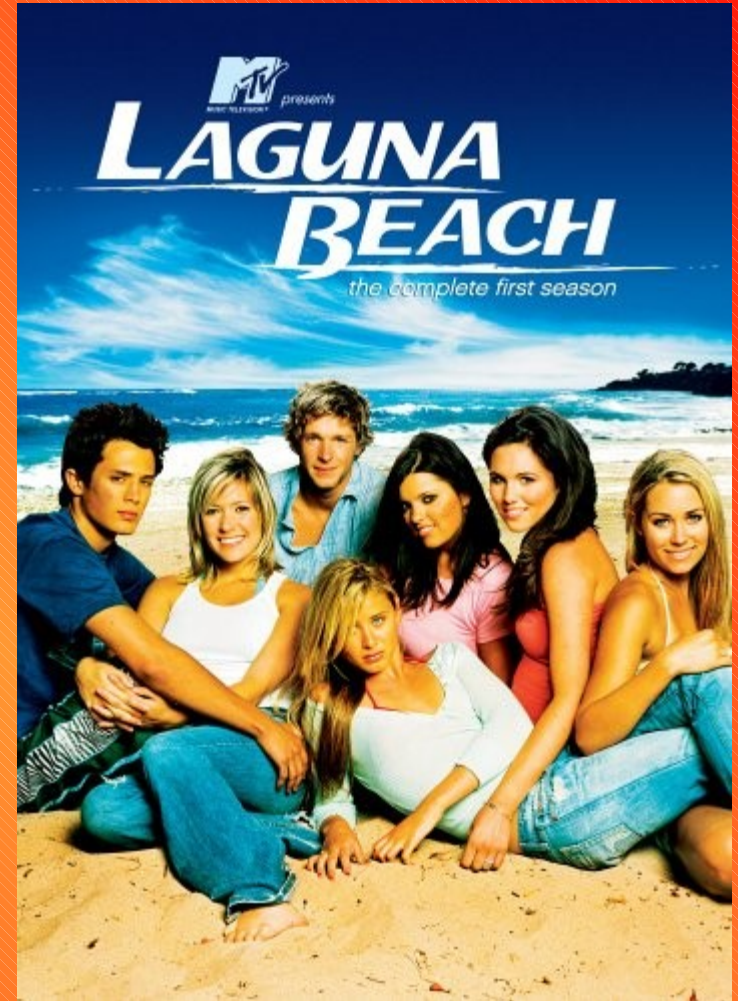
Our student tanners said:

- One tanner interviewed said she tans to reduce pimples, look skinner, whiten her teeth, and hide cellulose on her legs, all of which helps her feel more beautiful thus gain self-confidence.



Why else?

- Student tanners said that the **media** has influenced them a lot. Although, tanning is a personal activity, many images in society portray tan as the new look.
- If they were not tan, they may feel lesser on themselves.
- Tan **celebrities and models** set examples for some students on how to improve their look.
- One tanner said, “I think tanning is popular now because society has turned that way and um because of the shows on T.V. that take place in California and stuff and all those girls are tan and that’s just become part of beauty so girls want to be beautiful. “



<http://images.amazon.com/images/P/B0009CTVLS.01.LZZZZZZZ.jpg>

the modelz

give me negative self-image

ICANHASCHEEZBURGER.COM 🍪 🍪 🍪

McKinley's Thoughts

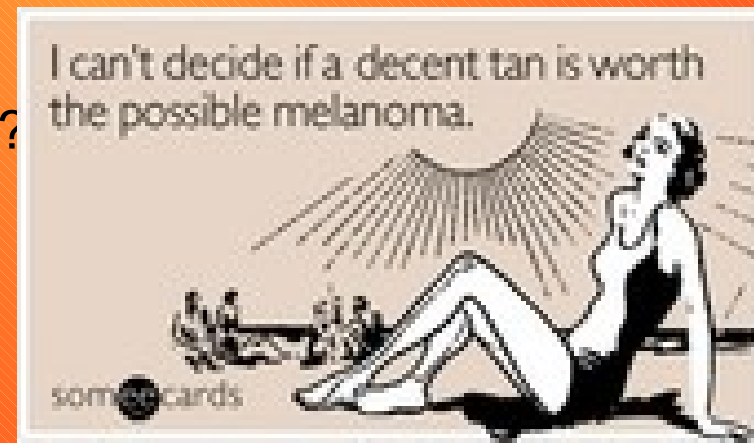
- “We discourage people from tanning. It’s kind of like spitting into the wind.”
- When asked if there are benefits to tanning, the doctor replied: “Sorry from that I can’t think of a single one. (benefit) I would have to leave it to others if it does enhance how they look to others how they feel about themselves. I imagine many people do it because it enhances how good they feel about themselves and how others feel about them but I am not aware of any particular health benefits.”

“It’s rare someone will come in with an issue from tanning.”

“It is an easy body enhancement.”

“I think is better for people to feel good about themselves from tanning or do I think it is worse? Does that out weigh the downside of treatment for dying of melanoma. I don’t think so.”

For students, tanning out weighs health issues.



Does tanning help or hinder students?

Females

Helps	Hinders
2	8

Males

Helps	Hinders
5	6



<http://www.electricbeachtan.net/images/tanlines2.jpg>

Why students think tanning hinders students....

- “It takes away their time and gets them concerned about a world that is not reality” – Non-tanner
- “Tanning creates unequal unfair standards in my opinion tan looks better. Some people don’t have the money or don’t want to get cancer” –Current-tanner
- “Too much concern about self image. People are always trying to be just as tan as everyone else and it encourages an unhealthy activity” –Current-tanner
- “It helps them gain confidence in themselves, but a lot of time it becomes obsessive and has negative effects by how much they can rely on it to make them feel good about themselves” – Occasional-tanner

Do the health risks affect tanners decisions?

No.

Tanners live for today.

As you can see from the previous slide beauty outweighs health

Beauty has become powerful on our campus and moreover our society.

For some, its hard to avoid the desire to be tan.

From the surveys 5 out of 20 students currently tan and 11 out of 20 students have participated in tanning a some point

A Non-Tanner's View. . .

- I think it just it boosts self-confidence just because you are becoming more and more alike the celebrities you admire.
- Although. . .
- He felt that tanning was a waste of time and did not improve female body images.
- Another non-tanner said, “I think it [tanning] is good for a girl’s body image I think that girls feel more confident when they are tanner. But um I mean I don’t think that being pale hinders anybody’s self esteem... the reasons why I don’t go tanning because my family has a history of melanoma of my grandma and my dad have both had melanoma.”
- So it appears as though the non-tanners have a greater sense of reality in that they weigh the risks higher than the benefits.

Why are these findings important?



- From the data we can see that tanning is very popular on campus.
- There has been no research thus far in the archives that talk about tanning
- Also the tanning phenomenon can possibly be correlated with the smoking, drinking behaviors that students also partake in even though they know its bad for them

Further Research Questions

- If it is dominantly females who tan, do males engage in another particular activity to satisfy their needs to improve self-image?
- Has our culture on campus pressured the females to improve their image over males?
- If tanning was not popular, would students still want to tan for the other benefits?
- Are students unknowingly becoming tanorexics?
- If tanning has harmful long term effects, why aren't these advertisements as prominent as those against smoking and drinking?

“New Cigarette packs say smoking causes cancer. We don't want to wait another 50 years to have labels that adequately warn people that tanning beds cause cancer.” Rep. Carolyn Maloney

Our university can take a step to make all students aware of their activities.

How can this be done?

- Interviewing male students with new focused questions on self-confidence and self-image.**
- Also, observing tanners at the salon could help articulate our assumptions. Facial expressions could help identify emotions and personal feelings.**
- Observations of tanners coming alone would support our analysis that tanning is a personal activity done for individual improvements.**